



Sub-Zero Introduces New Line of Integrated Refrigeration: 'Anywhere Refrigeration'

Offers Advanced Freshness Performance and Limitless Design Options

Sub-Zero, the industry leader in premium refrigeration and wine storage, is introducing a groundbreaking line of integrated refrigeration as part of the New Generation product launch, the largest product rollout in the company's 68-year history. The new integrated refrigeration line is the culmination of Sub-Zero's industry-leading food preservation technology and impeccable design which offers limitless flexibility for seamless incorporation into any kitchen.

New integrated refrigeration utilises Sub-Zero's pioneering freshness technology and advanced performance in addition to its well-known dedication to quality. In addition, all of the column, tall and drawer refrigerator units will now be offered in four widths, totalling 16 new models. The combined features of the new integrated refrigeration line, answer the call to conceal the refrigerator while revealing its freshest attributes. **This exciting product line will be made available over the next 18 months.**



Integrated 762mm Column x 2 + 457mm Wine

"Our new integrated refrigeration products represent the culmination of art and science in the kitchen," said Jim Bakke, president and CEO of Sub-Zero & Wolf. ***"We're bringing unparalleled freshness performance with the most flexible design features to one of our most popular lines. This line allows customers to have refrigeration virtually anywhere they want in their homes. We've invested a great deal in the latest technology to engineer these products to meet the expectations and needs of our savvy customers."***

After creating the Built-in appliance category in the 1950's, which made hiding the refrigerator possible, Sub-Zero pioneered integrated refrigeration to market in 1995; once again revolutionising the kitchen design industry. Now in 2013, the company introduces the latest innovation benchmark line of integrated refrigerator and freezer columns, which includes several more performance and design features. Products will contain all of Sub-Zero's pioneering freshness technology, now including antimicrobial Air Purification, which reduces elements that spoil produce and other fresh foods. New design features for the integrated refrigeration line allow for even more customisation and design flexibility with four widths ranging from the slim 457mm to the spacious 914mm, and as always, every model can be designed to sit flush with the surrounding cabinetry and counter tops. With the size variations and flush-set design, integrated refrigeration can go anywhere; from kitchens to cinema rooms, dens to summer houses.

“At Sub-Zero, creativity and the latest technology work together to make the ideal appliance for daily life,” said Michele Bedard, vice president of marketing for Sub-Zero & Wolf. ***“The innovations we’re bringing to integrated refrigeration are designed to give limitless design potential for home owners to use our appliances to best fit their needs and their homes. We intend for our developments to continue setting the standard for intelligently designed and beautiful kitchens, and appliances that last for decades not years.”***

Food Preservation

In the New Generation of integrated refrigeration, Sub-Zero retains its commitment to the science of food preservation and has carried over freshness features that make Sub-Zero the preservation experts. New integrated refrigeration incorporates these characteristics to promote optimal freshness:

Dual Refrigeration: Sub-Zero products contain separate, sealed cooling systems for the refrigerator and freezer that ensure optimum preservation conditions for each type of food. Fresh food requires chilly, humid air to stay fresh; frozen food needs frigid, dry air to preserve flavour. Dual refrigeration eliminates cross-compartment flavour contamination and reduces freezer burn.

Air Purification: New to integrated refrigeration is Sub-Zero's unique air purification system that reduces elements that cause food to spoil. Mould, bacteria, viruses and especially ethylene gas are all significantly reduced.

Easier Installation: A three-axis installation, six-direction door panel alignment system ensures a flawless fit with adjacent cabinetry. Rollers on the bottom of each unit simplify installation.

Precise Temperature Control: More precise and versatile than mechanical systems, the microprocessor control function of integrated refrigeration maintains the temperature within 1° of the selected setting. It also controls the defrost patterns and stores diagnostic information for service technicians.

Crisper Crisper Storage Drawer: New integrated refrigeration contains a drawer that is a lower-temperature, higher-humidity zone – a refrigerator within a refrigerator – with the perfect conditions for produce and meats.

Freshness Cards: Included in the new integrated refrigeration products will be freshness cards that provide proper food storage instructions to guide homeowners on how to make the most of their innovative food preservation technology.

Design & Dimensions

Integrated refrigeration is designed to sit flush with cabinetry. With optional stainless steel finishes and limitless treatment and design options, Sub-Zero's integrated refrigeration can either stand out or "disappear" into a kitchen's décor. Now, integrated refrigeration products are available to homeowners in four widths for even more customisation: 457 mm, 610 mm, 762mm and 914mm. Consumers can select from three product types:

Column: 2134 mm in height, columns have a single entry with the door spanning the entire height. Each column can be either a refrigerator or a freezer. Columns are available in 457mm (all freezer only), 610mm, (fridge or freezer), 762mm (fridge or freezer) and 914mm (fridge only)

Tall: Also 2134 mm in height, the tall variety has three access points: the main compartment and two drawers underneath. Integrated tall products are available as all refrigerators in 762mm and combination refrigerator/freezer in 762mm and 914mm.

Drawers: New integrated refrigeration drawers measure 876mm in height and offer two widths: 762mm and 914mm. All refrigerators in 762mm and combination refrigerator/freezer drawers are available in 762mm and 914mm.



Integrated 914mm Drawers

Additional Features

New integrated refrigeration products include additional features that provide simple and sophisticated functionality. The tall and column products contain:

- Filtered and chilled internal water dispensers
- An optional ice maker with added control to increase production by up to 30%
- Digital touch screen to set the temperature with precision
- A drawer-damper system softens the closing of internal, external and crisper drawers to better blend with cabinetry
- Inner drawer dividers for organisational flexibility
- Nano-retention shelves to contain spills
- Professional or tubular handle options coordinate with Wolf products in the kitchen

Drawer products contain:

- Digital touch screen to set the temperature with precision
- A drawer-damper system softens the closing of drawers to better blend with cabinetry
- Inner drawer dividers for organisational flexibility
- Professional or tubular handle options coordinate with Wolf products in the kitchen

Furthermore, new integrated refrigeration maintains the energy efficiency standards held by Sub-Zero and are Star-K certified.

A third-generation, family-owned company, Sub-Zero appliances are constructed by hand in the United States using premium-grade materials. Developed with and for the design community, Sub-Zero products offer limitless design possibilities backed by more than 65 years of appliance expertise. Please consult your local distributor for exact product availability dates. For further information, or to reach a Sub-Zero distributor in your area, please visit www.subzero-wolf.co.uk

About Sub-Zero and Wolf

Founded in 1945 and headquartered in Madison, Wis., Sub-Zero, Inc., is the leading manufacturer of American-made luxury refrigeration, freezers and wine storage products. Specializing in food preservation, Sub-Zero pioneered the concept of dual refrigeration and prides itself on being the first company to store frozen foods at ultralow, “sub-zero” temperatures. In 2000, Wolf Appliance, Inc. – the premier maker of ranges, ovens, cooktops and grills – was acquired by Sub-Zero, establishing the brands as corporate companions and kitchen soul mates. Now in its third generation of family ownership, the privately held company operates manufacturing facilities in Fitchburg, Wis., and Goodyear, Ariz. Both brands are continually recognized for the highest achievements in refrigeration and cooking innovation and in customer satisfaction. For more information about Sub-Zero and Wolf, visit www.subzero-wolf.co.uk, or follow us on Facebook at facebook.com/subzerowolfuk or on Twitter at [@subzerowolfuk](https://twitter.com/subzerowolfuk) For Sub-Zero & Wolf customer service, call 0845 250 0010

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